

THE TOBACCO INSTITUTE, INC.  
1776 K STREET, NORTHWEST  
WASHINGTON, D. C. 20006  
296-8434

to S. Pollack ✓  
4/30

PTC

EARLE C. CLEMENTS  
PRESIDENT AND EXECUTIVE DIRECTOR

April 27, 1970

Mr. Joseph F. Cullman, 3rd  
Chairman of the Board  
Philip Morris Incorporated  
100 Park Avenue  
New York, New York 10017

Dear Joe:

Some time ago at a meeting held at the Institute, it became evident that 12-point type, as is used on the present cigarette package caution notice, is too large to accommodate the longer length of the newly required notice, so far as packages of 20 are concerned. Also, it was clear that packages of 10 and less could not uniformly use anything larger than 8-point type for the new notice.

Horace and I have talked with staff members of the House and Senate Commerce Committees and also the leadership of those two Committees. All persons with whom we have discussed this matter and to whom we have displayed marked-up samples, have expressed satisfaction with 14-point type for cartons, 10-point type for packages of 20, and 8-point type for packages of 10 or less, for the new notice. There seemed to be agreement that the color contrast shown on the samples complies with the new cigarette law.

As we see it, this at least gives us official Washington Congressional clearance.

Best regards.

Sincerely,

EARLE C. CLEMENTS

ECC:dh

CC: Paul D. Smith

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